**What is your reaction to the media literacy articles? How media literate do you consider yourself? How about your students?**

I really enjoyed the articles. Although I didn’t necessarily agree with everything the authors were saying, for the most part I thought they were right on. I especially liked the piece by Elizabeth Thoman and Tessa Jolls; **Media Literacy: A National Priority for a Changing World.** Right from the very beginning where they said, “No longer is it enough to be able to read the printed word; children, youth, and adults, too, need the ability to critically interpret the powerful images of a multimedia culture.” they had me intrigued. I found myself drawn in because they mentioned *adults.*  Being in the post-secondary side of the education business, I really look for how I can engage the adult learner. I understand that the thrust and intent of this Masters Degree program is for K-12 teachers, and I have found so much that applies to my classroom; but sometimes it’s refreshing for me personally to see material that acknowledges that it can be directly applied to college students. I not only like to think about how I can apply something as an educator, but I also like to think about how this is applicable to me as a student.

When the essay refers to the report “Learning for the 21st Century”, I found reinforcement for the last several years’ worth of pep-talks, rhetoric, rallying-cries, and philosophy dissertations passed along at the Technical College level. All we have been hearing about is critical thinking, applying knowledge to new situations, analyzing information, comprehending new ideas, communicating, collaborating, solving problems, making decisions, [students] need to become lifelong learners, updating their knowledge and skills continually and independently… etc., etc. So much so that each of the Wisconsin Technical Colleges have their own published Core Abilities; those things that each student should be learning and able to apply in each and every learning situation and environment at their particular college. FVTC’s Core Abilities are:

* Demonstrate adaptation to change.
* Use critical and creative thinking to solve problems, resolve conflicts, make decisions and complete tasks.
* Work cooperatively in a team environment.
* Communicate in ways that honor diversity.
* Demonstrate personal integrity through ethical and responsible behaviors.

I think it’s self evident the ideological similarities between the essay, the report “Learning for the 21st Century”, and the Technical Colleges published goals.

The other thing that stood out to me about the work by Thoman and Jolls, was the portion where they were talking about business needing people that could find and digest new information quickly and effectively, not just remember stagnant information. Adding to that idea when they quoted Toffler, saying, “*The illiterate of the 21st century will not be those who cannot read and write but those who cannot learn, unlearn and relearn*.” Within the last 2 years I have been to several industry-lead conferences and presentations that have said the exact same thing! Wow, what a testament to this essay when real business affirms what the authors said. It really gives me a boost to see the students getting training and education that their employers want them to have to be more successful.

I consider myself fairly media literate, and continually working towards fluency. But my students? I wish they were more consistently media literate. I always get about 50-75% of the class that is pretty good; it’s that other 25-50% that makes life rough. I am hopefully optimistic that as time goes by, more and more students will be media literate and fluent; but technology has a way of staying a step ahead of us, making that a difficult task.